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Books for Passover & Easter • Religious Bestsellers

What's Happening with Free Freight • Nan Robertson on the 'New York Times'

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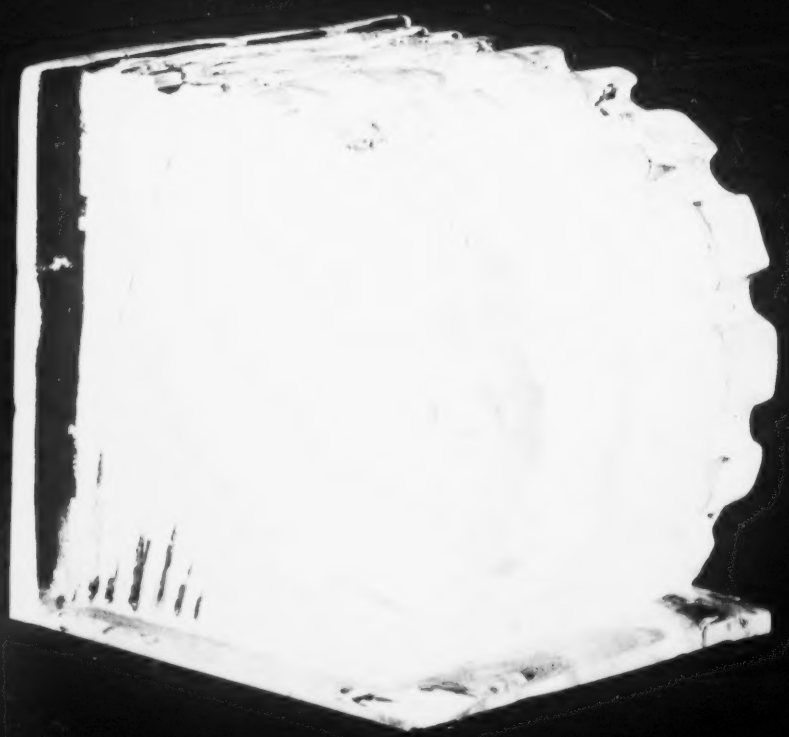

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AAP Sales Report for December

Category	% change, December*	% change, YTD
Adult hardcover	11.0	8.8
Adult paperback	21.2	6.2
Juvenile hardcover	29.2	13.6
Juvenile paperback	4.4	17.6
Univ. pr. hardcover	0.5	6.2
Univ. pr. paperback	35.9	12.8
Bibles, etc.	16.7	23.1
Mass market paperback	0.2	10.1
Book club	2.9	4.0
Mail order	0.4-1.3	
Sci-tech	20.9	1.8
College texts	8.4	-0.5
School texts	14.3	1.7

*Percent changes measured against same time periods 1990.

French Publisher Agency Told: Make Profit or Else

The government authority which sponsors the French Publishers Agency, a New York facility set up to sell translation rights to American publishers, is giving that office three years to turn a profit.

Or, as announced by Evelyne Pisier, director of the book in the French Culture Ministry, the government is making a three-year "wager," after which there will be a reexamination of an operation funded not only by the government but by a congeries of small and medium-sized French imprints whose rights are available through the agency.

The New York office was recently upgraded with the appointment of Olivier Nora, 31, the first director of the agency with previous experience in publishing. After serving as deputy cultural attaché in San Francisco, Nora worked as an editor at Hachette, moving on to Calmann-Lévy as a publisher of nonfiction. Active clients of the French Publishers Agency include Fayard, Gallimard and Presses de la Renaissance; Nora hopes to sign up others of equal significance.

The New York operation is unique as virtually the only rights agency supported by a government, which some in Paris see as a fatal flaw. On the positive side the subsidy makes it possible to show some of the best French nonfiction and literary fiction to smaller American publishers, in particular West Coast and university presses, and to write contracts for significant works in history and the social sciences that might not otherwise appear in English.

Nora hopes to increase private sponsorship of the agency. It recently became part of France Edition, an interprofessional group that organizes international book promotion and French participation in book fairs and special exhibitions. Its 1992 program includes 13 separate exhibits in the United States, notably at the American Booksellers Association and American Library Association conventions. —HERBERT LOTTMAN

Poor Year at Hachette's Lattès Imprint Causes Loss of 11 Jobs

Now it's the turn of Hachette imprint Lattès, a general publisher in commercial fiction and nonfiction, to be downsized, as sister house Stock has been, a result both of a poor year in book sales and a catastrophic one for the parent group's nonbook investment.

France's No. 1 communications group is not expected to sell any of its book companies, which are of course its core business, but it will no longer nurse along the losers. Citing an admission by book division vice-president Laurent Perpère that Lattès losses are "not negligible," the Paris business daily *La Tribune de l'Expansion* reports that Lattès will lose exactly half of its present staff of 22. Sales in 1990 were $11.6 million.

Founded in 1968 as an independent house by publishing wunderkind Jean-Claude Lattès, the company was sold to Hachette when Lattès was hired by Hachette chairman Jean-Luc Lagardère as publisher of the entire book division, which includes such imprints as Fayard, Grasset, and Hachette. Lattès's wife Nicole continued to run it until he left the group last year in the wake of turbulence concerning the division's disappointing investments, which included both Grolier in the U.S. and Salvat in Spain. Meanwhile, as a result of the announcement that Hachette was cutting its losses by withdrawing from TV channel 5 (La Cinq), the group's shares on the Paris exchange have been rising. —H.R.L.

Senate Votes $850 Million To Improve Neighborhood Schools

Notwithstanding President Bush's conservative education budget, the U.S. Senate approved, by a vote of 92-6, a bill to improve neighborhood schools, backed with $850 million in federal funds the first year.

The House passed a similar bill last year, but conferees from both houses must now sit down and iron out differences before the measure can be passed and sent to President Bush for his signature.

The money would go to the states in the form of grants to be used to improve schools selected through a procedure that determines need on a competitive basis.

The Senate passed the measure after turning back efforts to extend the benefits to private and parochial schools as well as public ones, and to give poor families tax credits they could use in any school, public or private. The neighborhood schools program was the first of several education bills expected to be acted on this year by Congress.

—HOWARD FIELDS

NEW VENTURES

Scott/Satz Group, a sales and marketing consulting firm, has been formed by Louis Satz and Gloria Scott. Satz is a former senior vice-president for sales and marketing at Bantam Books. Scott founded and developed Infocom Broadcast Services Inc. The firm is located at 539 Monarch Ridge, Walnut Creek, Calif. 94596; (510) 934-2919, fax (510) 930-8918.

Franklin & Seigel Associates, a literary scouting service representing foreign publishers and film producers, has been launched by Lynn Franklin and Todd

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